

The Menu Process of Selling

Step #3 & 4

Complete Non-Financial paperwork And Transfer of the Etch

To continue with Selling Tips, the 3rd and 4th steps to the Menu Process are to complete some paperwork before going in to our VALUE presentation. In doing this we role in to the Etch transfer and disclosure. This step gives the customer and F&I manager an opportunity to complete any non-financial paperwork. This is consistent with what we told the customer during our initial introduction. This also gives us an opportunity to build some additional rapport and get to know the customer more in a non-threatening way. Part of this paperwork will lead in to our Etch disclosure and hopefully a sale. Example:

(We have planted the seeds. After that step) Mr./Mrs. Customer , the next step is to finalize some of our paperwork, (Type up and have signed) Title application, Power of attorney form, Odometer statements, Agreement to provide insurance form, and any other non-financial documents. (The last form to type up at this time would be the Etch transfer form). Then go through your disclosure. Example:

Mr. / Mrs. Customer, did the sales person have an opportunity to show you the numbers that are etched in all the glass on our vehicles?

“One of the optional benefits available to you here at (Dealership Name) is an anti-theft device called “Etch.” All of our vehicles have been marked with a permanent and traceable identification number. By activating this identification number, authorities will have the ability to trace this vehicle back to your name if the vehicle was stolen and recovered.

If your vehicle was stolen and NOT recovered in 30 days, you will receive a \$2500 benefit. However, if it's stolen and recovered damaged, your Ins. Company will repair the damage, but the Etch will cover your deductible cost up to \$1000, so there would be no out of pocket expense. We can activate this identification number in your name for a fee of \$_____ (selling price)

Please check with your Insurance Company for a possible discount. All I need you to do is OK this for me please.”

(Ask the customer to sign the Etch contract. If that fails, answer any questions they may have. If they still object, have them sign the declination portion of the Etch contract and proceed to the next step of the process)

This is just an example of the Etch disclosure. You may say it in your own words. The keys are to keep it within about 2 minutes and not to take up too much time. Let the customer know what it is, how it works, the benefits of the Etch, and the cost. We don't want to spend too much time in order to be able to finish the Menu Process within a proper time frame.

Next step is the V.S.C. presentation. This is our VALUE presentation that transitions into the Menu options.